

HANDOUT

6.6

BEST PRACTICES FOR CALLS TO ACTION

For website visitors and app users, calls to action are the important buttons and links where you can confirm your desire to do something, get something, or buy something. Clicking a call to action is essentially signaling you're ready to trust whoever created that CTA.



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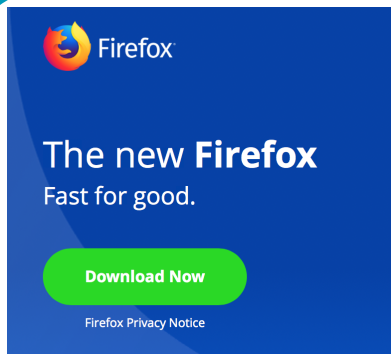
Windows 10/8/7/Vista/XP

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For marketers and companies, however, CTAs are the essential steps where conversions happen. They are the visual pathways for visitors to follow to get them to make a purchase or provide valuable information.

Calls to Action must be compelling, and its copy will be one of the main reasons why it works. CTA copy must be:



SHORT: no more than 5 words. Think: “Get Started”, “Download the E-Book” or “Buy Now”. Keeping your CTA copy short forces you to focus on what’s most important.

[image from mozilla.org]

RELEVANT: The call to action copy must perfectly match what you’re promoting on the page and what the user will get after they click. For example, if you use your page to promote a newsletter, the CTA should relate to the newsletter, such as “Subscribe Now”.

A screenshot of the USPS 'Track a Package' page. It has a header with a magnifying glass icon and the text 'Track a Package'. Below is a text input field with the placeholder 'Enter up to 35 tracking numbers, separated by commas'. At the bottom is a dark blue button labeled 'Track Package'.

[image from usps.com]

A screenshot of the WordPress homepage. It features the text 'WordPress powers 30% of the internet.' and 'Join the global community.' Below this is a small 'Get Started' button and a link for 'See Plans'.

CLEAR: Don’t try to be clever. Your CTA must be stupidly obvious. There’s no doubt what should happen if you see a CTA like “Signup for Hulu Today” or “Begin Your Free Course Today”. You should know what will happen when you click it and how it will affect you. That’s why a word like “FREE” can help: the user will see this action won’t cost them a dime.

[image from wordpress.com]

DIRECT: Your CTA should action-oriented so when the reader reads it, they know what ACTION they’re taking. “Sign Up Now” is better than “Please Sign Up”, just as “Register for Our Webinar” works better than “Click Here”. Words like “NOW” can be helpful here.

A screenshot of the PayPal 'Send Money Now' button. It features the text 'Send money to friends and family.' and a button labeled 'Send Money Now'. Below the button is a small disclaimer: 'It's free to send money to friends and family in the U.S. when you use your bank account or PayPal balance.*' and a footnote: '*Funds go quickly into their PayPal account. If they don't have one, they can sign up for free.'

[image from paypal.com]



Side note: Don’t use copy on your CTA like “Submit” or “Click Here” - those labels are not relevant to your goal. Put the Call to Action in words your users will identify with.

SUPPORTING CTA COPY

Adding supporting copy to your CTA serves many purposes, but it's primarily used to confirm that the user is going down the right path - and one they can trust.

Try Quip for free now!

Enter your work email

GET STARTED

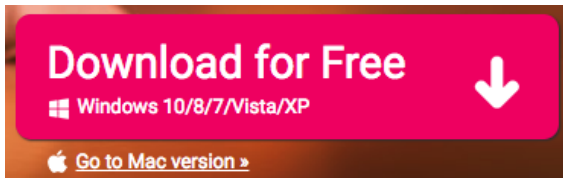
No credit card required • All the Quip features • Unlimited users and storage



REMINDER OF BENEFITS

QUIP

Their home page (<http://www.quip.com/>) features a very simple signup form: enter your email and click a button to "get started." In case there's any doubt, the supporting copy under the CTA list 3 key BENEFITS: NO CREDIT CARD REQUIRED, ACCESS TO ALL THE FEATURES, AND UNLIMITED USE.



CONTENT CLARIFICATION

MOVAVI

Their product download page (<https://www.movavi.com/photosuite-download/>) includes helpful copy to confirm the platform you'll download the app for, and a helpful link to the alternate version is provided below.

WANT TO READ MORE? SIGN UP TODAY ... IT'S FREE!

Work email:

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SIGN UP

We will never sell or rent your email address to anyone. We value your privacy. (We hate spam as much as you do.) [See our privacy policy.](#)



TRUST AND SECURITY

MARKETINGPROFS

Their signup page (<https://www.marketing-profs.com/login/join>) includes supporting copy to alleviate fears about data security, including a link to its security policy